

SAN ANTONIO COCKTAIL CONFERENCE

Each year, Houston Street Charities hosts its biggest event, San Antonio Cocktail Conference, to highlight the craft cocktail while entertaining thousands of guests – both industry and aficionado – and promoting important children’s causes. Houston Street Charities is proud to donate profits from our events to support children’s charities. Volunteers, sponsors, partners and patrons of San Antonio Cocktail Conference have made a difference in the lives of our youngest population with their support. Pouring our Hearts Out – Cocktails for Children’s Charities is a mission that is dear to our hearts, and we will continue to make it a priority in our efforts this year.



San Antonio Cocktail Conference by the Numbers

In 2016, San Antonio Cocktail Conference **television appearances had an ad value of approximately \$275,000.**

San Antonio Cocktail Conference 2016 had **145,426,942 total possible impressions in print, digital and television media.**

Social Media Following:

Facebook: 7868

Twitter: 3038

Instagram: 2067

Our following on social media is growing daily (by over 10% each month), but what's MOST impressive about our social media presence is not the quantity of followers, it's the level of engagement of those followers. **We regularly reach over 5000 people on Facebook** with our organic posts, meaning **Facebook's algorithms show our posts to over 63% of our followers,** due to the high engagement (liking, sharing, commenting) on them.

Also impressive is the wide traction gained by the San Antonio Cocktail Conference hashtag for this year. **#SACC2016 had over 30,580,000 impressions and reached over 1M individual accounts on Twitter.** Most trackable is the increase on Instagram as we encouraged attendees to use the hashtag – more than 8000 likes on the SACC Instagram.

HEADLINING EVENTS WILL INCLUDE:

WEDNESDAY NIGHT – WOMEN SHAKING IT UP – COOKIES & COCKTAILS

The newest addition to San Antonio Cocktail Conference, Women Shaking it Up is a night to recognize women bartenders, women chefs and the other women in San Antonio that are ‘shaking it up’ in business, sports, civic leadership, and other non-traditional roles. Last year’s event was a favorite amongst all of us, and we’ve decided to give this event a more permanent place on our schedule. Not just for women, but celebrating women, the event will take place at La Villita on Wednesday, January 11, 2017, for 350 guests. This year, the event will benefit Girl Scouts of Southwest Texas and will feature a cocktail and a savory bite paired with a specific Girl Scout cookie flavor. SACC will pair the bartenders, chefs, spirit and cookie flavor together, giving consideration to the preference of all those participating. Your space is not considered reserved until payment is received.

First come, first served: your check makes your reservation. Limited to 6 tables - \$1000 each.

You will receive:

- 6 Women Shaking it Up tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6’ table and 6’ back bar with tablecloths (additional footprint of 1’ on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)

Additional POS is your responsibility. This event has a specific theme and décor. Please consult with SACC regarding table set-up.

THURSDAY NIGHT – OPENING NIGHT AT THE MAJESTIC THEATRE

Opening Night will once again use an expanded footprint and we’ll put flooring over the seats and open up the stage at the Majestic Theatre, on Thursday, January 12, 2017. Opening Night is your opportunity to have your product in front of 800 people - industry and the public - for a theatrical cocktail experience. From the moment guests are welcomed from atop the grand marquee and enter San Antonio’s historic Majestic Theatre, this is a beautiful party and a stellar celebration, with a variety of music and food offered throughout the venue to accent the cocktails. Map for venue selection will be provided upon receipt of payment. Your space is not considered reserved until payment is received.

First come, first served: your check makes your reservation. Limited to 25 tables - \$1000 each.

You will receive:

- 6 Opening Night tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6’ table and 6’ back bar with tablecloths, floor mats (additional footprint of 1’ on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the theatre. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC.

Premium Space: In addition to the standard pricing for a table at Opening Night, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is very limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Jenny Rabb, jenny@sacocktails.org or Cathy Siegel, cathy@sacocktails.org.

- Starlight Suites with Patio (3 cocktails – 2 inside, 1 patio) - \$5000
- Themed bar space/additional space in Majestic Theatre - your construction - \$1750 (1 cocktail)

FRIDAY NIGHT – WALDORF ON THE PRAIRIE

Friday Night's festivities, January 13, 2017, at the historic St. Anthony Hotel will once again be a unique blend of old New York Edwardian-era décor and romance, reminiscent of the world's foremost grand hotel – the Waldorf Astoria – and old Texas charm, as only San Antonio and the St. Anthony can do it. Throughout this very special hotel, 800 guests will experience cocktails paired with music and food, in the grandeur of the beautiful Peacock Alley, the Peraux Room, the St. Anthony Club, the Georgian Room and the famous Anacacho Room. Map for venue selection will be provided upon receipt of payment. Your space is not considered reserved until payment is received.

First come, first served: your check makes your reservation. Limited to 26 tables - \$1000 each.

You will receive:

- 6 Waldorf on the Prairie tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6' table and 6' back bar with tablecloths, floor mats (additional footprint of 1' on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the hotel. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC.

Premium Space: In addition to the standard pricing for a table at Waldorf on the Prairie, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is very limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Jenny Rabb, jenny@sacocktails.org or Cathy Siegel, cathy@sacocktails.org.

- Outdoor Fountain and Covered Patio - \$3500 (2 cocktails); additional cocktail - \$1000
- St. Anthony Club Bar - \$3500 (2 cocktails); additional cocktail - \$1000
- Peacock Alley - \$5000 (3 cocktails); Additional cocktail - \$1000

SATURDAY AFTERNOON – TASTING SUITES – ALL SPIRITS

In multiple small ballrooms and hotel suites, Saturday, January 14, noon to 4pm, The Tasting Suites are an opportunity to showcase your brand for industry and the public, with ample space for display and service. The Tasting Suites Pass is a ticket for a popular destination at the San Antonio Cocktail Conference and a great way to get in front of 1500 people in a single day with product information and samples.

First come, first served: your check makes your reservation. Reservations will be taken until suites are filled.

(56) spaces with 6' tables available - \$750 each

You will receive:

- 6 Tasting Suites Passes for you to distribute as needed to your choice of guests (additional tickets available for purchase)
- Name placement and exposure on SACC website
- 6' table with cloth, plastic glassware and ice. Water will be available at water stations throughout venue.

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the venue.

Premium Space: In addition to the standard pricing for a table at Tasting Suites, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is very limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Jenny Rabb, jenny@sacocktails.org or Cathy Siegel, cathy@sacocktails.org.

- Private Jr. Suites are available for sponsorship by an individual brand or house - \$1000, plus \$750 per table inside the suite. Contact Cathy, cathy@sacocktails.org, for individual floor plans and options.

SATURDAY NIGHT – STROLL ON HOUSTON STREET

Saturday Night Stroll on Houston Street, January 14, 2017, brings guests to the hub of late-night San Antonio where they can wander from party to party throughout the evening up and down Houston Street, and all with one ticket! With a live orchestra on the plaza, along with food, beverage and live music at every location along the way, including beautiful parties at Bohanan's Restaurant & Bar and the patio at Luke Riverwalk, you can highlight your brand at one of the many locations, each with a different look and feel. You can expect exposure to 1000 guests. Please indicate your venue selection or contact SACC for more information regarding your selection.

First come, first served: your check makes your reservation. Limited to: 7 bars @Bohanan's, 3 bars @Luke, 3 bars @Valencia, 8 bars @IBC Plaza (beer will also be served), up to 5 additional bars on the closed sidewalk on Houston Street - All bars \$1000 each.

You will receive:

- 6 Stroll tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6' table and 6' back bar with tablecloths, floor mats (additional footprint of 1' on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)

Additional POS is your responsibility. Nothing can be hung from walls or ceilings at inside venues. You may not exceed your allowed footprint unless through prior agreement with SACC (additional fees will be incurred). Larger footprint and premium space is available – please contact SACC.

Premium Space: In addition to the standard pricing for a table at Stroll on Houston Street, please note the following pricing for premium spaces. All premium spaces will include opportunity for additional signage and branding of your space. There is very limited availability - if you have questions, or you do not see something listed that you are interested in, please contact Jenny Rabb, jenny@sacocktails.org or Cathy Siegel, cathy@sacocktails.org.

- Pop-up space available as themed space - \$5000 (3 cocktails)
- Pop-up space available as themed space - \$3500 (2 cocktails)

SATURDAY NIGHT – AFTER HOURS AT SACC

We're partying late night, taking it to Alamo Beer Brewery for music and dancing and cocktails... and beer of course! This is a favorite ticket for the true SACC partygoer and undeniably fun from beginning to end. Limited to 350 guests.

First come, first served: your check makes your reservation. Limited to 4 tables - \$750 each.

This can also be a single spirit sponsorship. Please contact Cathy Siegel for more information, cathy@sacocktails.org.

You will receive:

- 4 After Hours tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6' table and 6' back bar with tablecloths (additional footprint of 1' on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)
- Additional POS is your responsibility. There are no walls or ceiling at the venue to hang from.

SUNDAY – IT’S NOT OVER YET... BRUNCH IN OLD SAN ANTONIO

Brunch has moved for 2017... where we’re paying homage to our Spanish heritage in San Antonio on Sunday morning, January 15, 2017 with a brunch in the courtyard of the historic Spanish Governor’s Palace. Limited to 100 people, this event will immerse guests in a cultural experience. From the cobblestone patio and fountain, to the interior rooms with furnishings, artwork and iconography preserved from the early 1700s, this original adobe building is incredibly special. First come, first served: your check makes your reservation. Limited to 4 tables - \$750 each.

This can also be a single spirit sponsorship. Please contact Cathy Siegel for more information, cathy@sacocktails.org.

You will receive:

- 4 Brunch tickets for you to distribute as needed for brand ambassadors, employees and/or additional guests; does not include bartender at your table
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces
- 6’ table and 6’ back bar with tablecloths (additional footprint of 1’ on either side of your bar/table)
- Plastic glassware, ice, juices and most mixers, and set-up
- Framed signage on bar front with your cocktail name, spirit and recipe (information provided to SACC by you by November 15, 2016)
- Additional POS is your responsibility. Nothing can be hung from walls or ceilings at the Governor’s Palace. This event has a specific theme and décor. Please consult with SACC regarding table set-up.

OTHER EVENTS AND OPPORTUNITIES INCLUDE:

JANUARY 6 - 14 – PAIRED DINNERS

Paired dinners offer you the chance to show off your product to a select group of special guests at local restaurants prior to some of our larger evening events. Offered to distinguished patrons and presented along with preferential ticketing to other events, this is a great selection for those brands wishing to make an impression in a more intimate setting with a limited number of guests at a higher ticket price. We will work with you to pair your spirit with the appropriate venue and food selection. Number of guests range from 8 to 50.

Each event is unique. Specifics will be determined as pairings are made and space allows. Case quantity is dependent on prepared cocktail and number of guests.

You will receive:

- 2 Opening Night tickets
- Discount on purchase of Multi-Event Access Pass
- Name placement and exposure on SACC website, SACC social media and additional print pieces

PREP TEAM SPONSORSHIPS

SACC Prep Team (often referred to as the ‘Taco Team’ is made up of 50+ bartending professionals from around the country providing support and prep for the events and seminars of the San Antonio Cocktail Conference. You can help us support their efforts with these sponsorships:

- Breakfast, Lunch – catered meals for Prep Team with opportunity to present/introduce your brand (prices and menus provided upon request) – Wednesday – Saturday, January 11 – 14, 2017
- Sponsored Seminars – limited time is available for seminars specifically designed for and offered to professional Prep Team; product only
- Chefs’ Shirts – professional work shirts provided for Prep Team – your logo on arm of shirts - \$1500

OTHER UNIQUE OPPORTUNITIES AT SACC EVENTS

In addition to tables at San Antonio Cocktail Conference events and tastings, and Premium Space at many of these same events, there are often other unique opportunities. Any sponsorship opportunity will include signage and branding of your space. In some instances, there are openings for new programming ideas – please contact Cathy, cathy@sacocktails.org, to discuss your proposed sponsorship. Opportunities are very limited – please submit as early as possible. If you have questions, or you do not see something listed that you are interested in, please contact Cathy Siegel, cathy@sacocktails.org or Jenny Rabb, jenny@sacocktails.org.

OFFICIAL GUIDE TO THE SAN ANTONIO COCKTAIL CONFERENCE

This is the official published list of events, seminars, contests and all things Cocktail Conference, and will serve as the printed program of San Antonio Cocktail Conference 2017. The Guide will be distributed to all Cocktail Conference participants throughout the weekend of programming, and will be the only printed full schedule available. Included will be recipes, maps, and any other important guest information. You may be contacted by Louis Doucette or staff from Traveling Blender to discuss advertising opportunities in the Guide, or you can contact SACC, cathy@sacocktails.org, or Louis Doucette, louis@travelingblender.com.